

### IN THE CLAIMS

Please amend the claims as follows wherein newly added text is indicated with underlining and deleted text is indicated by the use of ~~striketrough~~ or [[double-brackets]]:

1. (Currently Amended) A method of offering a product for sale presented on an interactive media system, said method comprising:

displaying an image ~~advertising message~~ on said interactive media system comprising at

least one visual image of said product;

receiving a response from a viewer selecting said product ~~to said advertising message~~;

checking if more than one version of said product exists ~~contained within said product~~

~~advertising message exist~~ and if more than one version of said product exists [[exist]]

then

comparing said more than one version of said product with previously collected

and stored preference information associated with said viewer, and

automatically selecting one version of said product from said more than one

version of said product based on said previously collected and stored

preference information associated with said viewer;

displaying information describing said one version of said product to said viewer; and

displaying purchasing information that allows an easy purchase of said one version of said product.

2. (Previously Presented) The method as set forth in claim 1 wherein said step of displaying purchasing information further comprises:

checking if billing and shipping information exist for said viewer; and

displaying a single step purchase icon if said billing and shipping information exists.

3. (Currently Amended) The method as set forth in claim 2 [[1]], said method further comprising:

displaying said billing and shipping information.

4. (Currently Amended) The method as set forth in ~~claim 1~~ claim 2 wherein said icon is combined with a displayed image prior to broadcast of said image.

5. (Previously Presented) The method as set forth in claim 1 wherein said icon is combined with a displayed image in a receiving unit.

6. (Currently Amended) A system for ~~advertising and~~ purchasing products presented on an interactive television system, said system comprising:

- a first database that contains customer identification and previously collected and stored preference information;
- a second database containing information describing said products contained in at least one image advertisement;
- a first program that receives a user response to said image advertisement presented on said interactive television system and that checks for versions of said products associated with said image advertisement and automatically selects one version of each of said products based on said previously collected and stored preference information if more than one version of said products exist;
- a second program that presents information of said one version to a viewer; and
- a third program that produces purchasing information that allows an easy purchase of said one version of said products.

7. (Previously Presented) The system as set forth in claim 6 wherein said third program further comprises:

- a routine that checks if billing and shipping information exists for said viewer and that produces a single step purchasing icon if said billing and shipping information does exist.

8. (Currently Amended) A method of offering a product for sale presented on an interactive media system, said method comprising:

- identifying a viewer;
- accessing previously collected and stored preference information for said viewer;
- accessing information for said product that is displayed ~~advertised~~ on said interactive media system;
- checking if more than one version of said product exist;
- automatically selecting one version of said product from said more than one version based on said previously collected and stored preference information if said more than one version of said product exists;
- displaying information describing said one version; and
- displaying a purchasing icon that allows an easy purchase of said one version of said product.

9. (Previously Presented) The method as set forth in claim 8 wherein said step of displaying a purchasing icon further comprises:

- checking if billing and shipping information exist for said viewer; and
- displaying a single step purchase icon if said billing and shipping information exists.

10. (Currently Amended) A system for ~~advertising and~~ purchasing products presented on an interactive television system, said system comprising:

- a first database that contains customer identification and previously collected and stored preference information;
- a second database containing information describing said products ~~contained in an advertisement~~;
- a first program that
  - checks for versions of said products presented ~~associated with said advertisement~~ on said interactive television system and

automatically selects one version of each of said products based on ~~[[one]]~~ said previously collected and stored preference information if more than one version exists for said products;

a second program that presents information of said one version of each of said products to a viewer; and

a third program that produces a purchasing icon that allows an easy purchase of said one version of each of said products.

11. (Previously Presented) The system as set forth in claim 10 wherein said third program further comprises a routine that checks if billing and shipping information exists for said viewer and that produces a single step purchasing icon if said billing and shipping information does exist.

12. (Currently Amended) A method of ~~advertising and~~ selling products presented on an interactive media system, said method comprising:

generating an interactive access point on said products presented ~~displayed~~ on said interactive media system;

receiving an input from a viewer in response to said viewer activating said interactive access point;

identifying said viewer from said input;

checking for previously collected and stored preference information associated with said viewer;

checking if more than one version exists of said product;

automatically selecting one version of said product from said more than one version of said product based on said previously collected and stored preference information if more than one version of said product exist;

displaying information describing said one version of said product; and

displaying purchasing information that allows an easy purchase of said one version of said product.

13. (Previously Presented) The method as set forth in claim 12 wherein said step of displaying purchasing information further comprises:

checking if billing and shipping information exist for said viewer; and  
displaying a single step purchase icon if said billing and shipping information exists.

14. (Currently Amended) A method of ~~advertising and~~ selling a product on an interactive media system, said method comprising:

identifying a viewer;  
accessing demographic information associated with said viewer;  
~~selecting an advertisement type employing said demographic information;~~  
~~selecting one advertisement that corresponds to said advertisement type from a plurality of advertisements;~~  
~~associating said one advertisement with said product contained within a displayable image;~~  
producing an interactive access point that is associated with said product, said interactive access point providing an interactive link for allowing said viewer to purchase said product;  
receiving a user response to activation of said interactive access point;  
checking for previously collected and stored preference information associated with said viewer;  
checking if more than one version exists of said product;  
automatically selecting one version of said product from said more than one version of said product based on said previously collected and stored preference information if more than one version of said product exist;  
displaying information describing said one version; and  
displaying purchasing information that allows an easy purchase of said one version of said product.

15. (Previously Presented) The method as set forth in claim 14 wherein said step of displaying purchasing information further comprises:

checking if billing and shipping information exist for said viewer; and  
displaying a single step purchase icon if said billing and shipping information exists.

16. (Previously Presented) The method as set forth in claim 14 wherein said step of producing an interactive access point that is associated with said product further comprises:

changing the appearance of said product.

17. (Previously Presented) The method as set forth in claim 14 wherein said step of producing an interactive access point that is associated with said product further comprises:

displaying an icon in conjunction with said product.

18. (Previously Presented) The method as set forth in claim 14 wherein said step of producing an interactive access point that is associated with said product further comprises:

displaying text over said product.

19. (Previously Presented) The method as set forth in claim 14 wherein said step of producing an interactive access point that is associated with said product further comprises:

displaying a graphic image over said product.

20. (Previously Presented) The method as set forth in claim 18 wherein said step of displaying text further comprises:

warping said text to conform to the shape of said product.

21. (Previously Presented) The method as set forth in claim 19 wherein said step of displaying a graphic image further comprising:

warping said graphic image to conform to the shape of said object.

22. (Currently Amended) A system for ~~advertising and~~ purchasing a product presented on an interactive media system, said system comprising:

a first database that contains customer identification and previously collected and stored preference information;

~~a second database that contains customer demographic information;~~

~~a third database containing information describing a plurality of product advertisements;~~

a first program that receives a selection of ~~associates~~ a product image advertisement presented on said interactive media system for said product ~~with a customer using said demographic information;~~

a second program that checks for versions of said product associated with said product advertisement and automatically selects one version of said product based on said previously collected and stored preference information if more than one version of said product exist; and

a third program that produces purchasing information that allows an easy purchase of said one version of said product.

23. (Previously Presented) The system as set forth in claim 22 wherein said third program further comprises a routine that produces a first purchasing icon if billing and shipping information exists for said customer and that produces a second purchasing icon if said billing and shipping information does not exist.

24. (Previously Presented) The system as set forth in claim 23 wherein said first purchasing icon is a single step purchasing icon.

25. (Currently Amended) The system as set forth in claim 22 wherein said ~~first~~ database further comprises:

information of past purchases by said customer.

26. (Previously Presented) The system as set forth in claim 22, said system further comprising:

a program that determines a price for said product employing loyalty information.

27. (Previously Presented) The system as set forth in claim 26 wherein said loyalty information further comprises:

a history of past purchases of products from the same retailer.

28. (Previously Presented) The system as set forth in claim 26 wherein said loyalty information further comprises:

a history of past purchases of products from the same manufacturer.

29. – 31. (Canceled)

32. (Currently Amended) A method of offering a product for sale in conjunction with a motion video program presented on an interactive media system, said method comprising:

displaying a promotion for a second motion video program to be presented at a predetermined time;

identifying a viewer;

accessing previously collected and stored preference information for said viewer;

accessing information for a product to be advertised;

checking more than one version of said product exists;

automatically selecting one version of said product from said more than one version of said product based on said previously collected and stored preference information if said more than one version of said product exist;



displaying information describing said one version at a time that allows delivery of said product prior to presentation of said second motion video program; and displaying a purchasing icon that allows an easy purchase of said one version of said product.

33. (Previously Presented) The method as set forth in claim 7 wherein said step of displaying a purchasing icon further comprises:

checking if billing and shipping information exist for said viewer; and displaying a single step purchase icon if said billing and shipping information exists.